



Highland Council of Community Events

Highland Council of Community Events (HCCE) Meeting Minutes May 9th, 2019

Called to Order Time: 7:03 p.m. **Called to Order By:** President, Chris Kornaus.

HCCE Members Present: DeAnna Kornaus, Elmo Parlor, Dean Smith, Brandon Wolak, Erica Wolak, Christine Gonzalez, and Liz Breslin

Sub-Committee Members: Jackie Herrera

HCCE Officers Present & Absent:

President-	Chris Kornaus	Vice-president	-John Breslin
Financial VP-	Dawn Wolak	Secretary-	Kristen Smith

Liaisons Present: Parks & Recreation- Alex Brown
Town Council- Mark Herak

Guests Volunteers, & Contractors: Tom Lounges, David Bumker

Minutes Review: April 11, 2019 Minutes were reviewed and accepted.

Motion: Erica Wolak Second: DeAnna Kornaus Vote: Passed

Guests/Liaison/New Member Introductions: David Bumker (Show Cast Productions)

Financial Report: Dawn Wolak

\$167.28 spent from Memorial Day Funds for 600 4x6 American Flags (made in USA)

Liz Breslin informed us that the 2019 contract for Service and Sanitation (Port-A-Potties) for has been reviewed and approved by Clerk Treasurer, Michael Griffin.

Liz Breslin is waiting for the final invoice. Estimates (quoted) costs: \$912 (12 on parade day) at Main Square \$780 for extra service, \$152 for hand wash, \$238 handicap, \$582 for basic units.

4/29- Kristen Smith emailed Mark & Bernie reminding them that 1K was to be moved from the Hotel Tax fund to HCCE for the fireworks from Highland High School Homecoming 2018.

Action: Dawn Wolak to confirm transfer of \$1000 into our funds from the Hotel Tax fund.

Liaison Report:

Parks & Recreation- Alex Brown- No Update

Committee Reports:

Memorial Day (May 27th, 2019 -10am) – Erica / Jack / Christine

Highland Choir Lined Up to sing: Director, Mr. David Markley

In Flander's Fields, National Anthem, Armed Forces Medley, Boogie Woogie Bugle Boy, America The Beautiful, Salute To America (You're a Grand Old Flag, Yankee Doodle Dandy, America, the Beautiful) and God Bless America

Erica Wolak updated the following: American Legion participation- confirmed, waiting on confirmation from Boy Scouts, Michael Griffin confirmed for benediction, Tom Lounges confirmed for sound check.

Action: Kristen Smith to provide Tom Lounges with email and phone number to contact Mr. David Markley from the Highland Choir.

Action: Erica Wolak to finalize design of 2019 Memorial Say Tribute Program. Need to get file to Kristen by May 20th

Arts & Crafts (Independence Festival July 3rd-July7th) – Erica / DeAnna / Adam

Erica Wolak updated- Applications were sent out 4/11/2019. She is waiting for applicant responses. June 28th is the final date for applications and proof of insurance to be submitted.

Fireworks (July 4th – Rain Date 7/5) – Liz B / John/Chris

John Breslin updated the fireworks are normally 18-23 minutes long, This year the show will be 35 minutes with higher grade pyrotechnics. 35 minutes of WOW!

Action: Chris Kornaus – Respond to Mark Herak email send 5/8 asking for confirmation of Firework show duration.

Twilight Parade (July 3rd Line up 4:30-5:30 Parade kicks off @6:30pm) Kristen/DeAnna/Christine/Chris/Elmo

Online applications are open now and close June 15th.

Interested parties can send inquiries to: Highlandcce@gmail.com

Highway Ave will shut down at 4pm and Kennedy Ave at 6pm.

Twilight Parade permit has been submitted to the Highland Police Chief.

Liz Breslin confirmed we do have judges for this year.

Tyler Walker (USN), Clif Colella (USN), Jim Elder (USN), and Austin Hardesty (USMC) Mark Herak provided confirmation via email of the noise reduction decision by the Highland Town Council. The noise reductions zone will begin at the start of the parade up to Highway Ave. On Highway between the intersection of Highway and Kennedy to 4th street (Fire Department) noise reduction zone is lifted. It resumes after the fire station to the ne d of the parade route.

Christine Gonzalez waiting on confirmation from Christensen Chevy that they will sponsor the car for our parade judges.

Kristen Smith working on banners for Parade Judges and Grand Marshall (Phil Bellinger).

Liz Breslin confirmed we have 12 port-A-Potties for Parade day.
Christine Gonzalez confirmed St. James restroom will be open for us.

Action: Liz Breslin- Please confirm where judges are parking? Will it be downtown? If so, we will ask Chief Timmer to get them a ride to the start of the Parade? We will have a car drive them back to the Parade stand.

Action: Liz Breslin- Please confirm judges names and Ranks. Kristen will send email with what we have from the past.

Action: Chris Kornaus please Ask Chief Timmer if he can bring the judges to the start of the parade on a fire truck.

Action: DeAnna Kornaus please reach out to Konnie Kuiper in late May to see if we can use golf carts and a car for the Parade Marshall.

Action: DeAnna Kornaus please stop in Highland Administration building for permit to use Merkley School bathrooms. Contact: Lucy Hodge (219) 924-7400 (Ext. 7320)

Action: Dean Smith please confirm via email with Krooswyk about flatbed truck for judges stand. Mark Herak text, and they said they can assist again this year. Be sure they know Highway Ave. closes at 4pm. We need the truck there before 2pm please.

Action: Elmo Parlor Please ensure judges stand is decorated, tables set up, table cloths on, and Alex's (Emcee) talk track is at his podium, and Judges have scoring books, and pens.

Guest: David Bumker from Show Cast Productions presented the idea of his company filming the Twilight Parade and editing the footage, so it could be used for commercial purposes e.g. posts on You Tube. David proposed a rough cost of 10K. David suggested it could be paid for using funds from the Highland Town Theatre Grants. He said the costs include pre-parade footage, multiple camera crew, announcers, and multiple locations throughout the parade. Discussion from members expressed concern over the costs and our budgets inability to pay for something this costly. David was asked if he had already applied for the grant funds? He had not. It was suggested that he go back to his team, considering including more events throughout Highland so that the video could be used more as a marketing tool and have not only value, but an option to grow revenue, attract businesses, and residents to our town. It was suggested he go back to the drawing board, formalize a business plan including options for covering costs, and that this is something that should be presented to the Town Council or Town Redevelopment committee, not the HCCE.

Kiddie Parade (Independence Festival July 7th 12:45) – [Erica /Christine/Chris](#)

Kiddie Parade on-line application is active. We have 5 respondents to date. Paper copies are available at Town Hall, Lincoln Center and the link to on line as well.

Kristen Smith presented an option with details for a draw string bag for the giveaway to the committee members.

Food Trailers (Independence Festival July 3rd-July 7th) – Dawn Wolak

Dawn has already sent out applications. No new applicants until returning vendors have sufficient time to respond. Deadline end of May or their spot is open for new vendors.

8-Food Trailers have responded

Food Tents (Independence Festival July 3rd-July 7th) – Liz Breslin/Kristen Smith

Dawn already sent out applications. Returning vendors respond first.

7-Food Booths have responded (5 singles / 2 Doubles)

Publicity (Independence Festival July 3rd-July 7th) – Dean / Erica/Tori / Liz A.

Liz Breslin provided and reviewed the price lists for Panorama. Panorama has asked to publish our information again in 2019. Erica Wolak explained that we have had several issues with Panorama in the past publishing old and inaccurate information. Several members agreed that their information is not accurate and has created many issues in the ticketing booth over the past few years. Consensus was not to use Panorama.

Action: Liz Breslin to provide Panorama with Festival times, Parade times, and Firework times only for no cost publishing.

Liz Al-Akel presented a quote for festival fliers from the NWI Times. The quote included 20K 2-sided 8.1/2x11 gloss paper full color prints and will include distribution in the Wednesday direct mailers that go to each home. The rough quote was \$1309. Liz Al-Akel said the flier would include 8 ads on the backside that would be sold for \$100 each to offset costs. Liz currently has 7 confirmed and 3 more interested in the final spot. Liz A. presented 2 sample/rough draft layout/design ideas for the proposed flier.

Questions around the quote and “what and where” it included were presented. Alex Brown asked if Liz Al-Akel knew where the flier distribution coverage was. He stated Highland has about 10K, so this may be covering more towns. Concern was raised by Erica Wolak that the NWI Times direct mailing is not viewed by a lot of people and would not reach what she considers to be the target audience for the Festival (20-30ish generation with small children). Discussion continued around lack of facts about “who is” our target audience, who is spending, and how effective the direct mailing would be compared to past distributions efforts target place such as Lincoln Center, The Library, Businesses, etc. Dawn Wolak expressed concern over the working of the Food and Arts and Crafts booths *closing 30 minutes before end of fest*. Kristen Smith mentioned there was a request made from the Highland Police Department to ensure no vendors were selling after the closing time, and that the wording could be adjusted. John Breslin suggested we word it as *Last Call for Food, Arts & Crafts would be 30 minutes before close and that vendors cannot sell at time of close regardless of line*. Liz Al-Akel confirmed she can make the adjustment to the flier.

Further discussion was tabled until both companies had a chance to provide final proposals. Actions below.

Action: Liz Al-Akel- to go back to NWI, secure answers for the questions posed: what is included in the 20K distribution? Just Highland or other towns? Can NWI provide extra copies for hand out at fest? And update any additional sold ads. Please be prepared with them at the next meeting.

Action: Erica Wolak to go back to her company, gather details for a final quote, what's included and distribution plan, and bring those details to the next meeting.

Grounds (Independence Festival July 3rd-July 7th) – **Chris/John/Dean/Brandon**

Chris Kornaus mailing in application/permit to Indianapolis for Festival tomorrow. Posters and Coupons for the Festival provided by Donnie from our Amusement company were passed out for members to distribute.

Chris confirmed shirts have been ordered from The Corporate Thread in Highland

Security (Independence Festival July 3rd-July 7th) – **Bernie Zemen / Chief Hojnicky / Dean/John**

Action: Kristen Smith to provide Public Works Map of barrels and no parking cones to John Bach, Public Works Director, jbach@highland.in.gov

Entertainment (Independence Festival July 3rd-July 7th) – **Tom Lounges**

Tom Lounges updated: Silly Safari's confirmed, Ballet Folklorico Confirmed, HGS student performance confirmed.

Action: Tom Lounges to email Kristen Final Line up Monday.

Action: Tom Lounges to confirm if first band on July 4th can do the National Anthem before or after their set.

Action: Erica Wolak – to contact the Boy Scouts doing Memorial Day to see if they could also do presentation of colors on the 4th of July before the first band performs.

Trunk or Treat (October 26th) – **DeAnna /Chris / Christine**

Motion made during April 2019 meeting to table discussion until next meeting since we are focused on completion of Independence Festival at this time.

Motion: Brandon Wolak Second: Erica Wolak Vote: Passed

Santa Parade (November 30th) – **DeAnna /Chris / Kristen**

Motion made during April 2019 meeting to table discussion until next meeting since we are focused on completion of Independence Festival at this time.

Motion: Brandon Wolak Second: Erica Wolak Vote: Passed

Old Business

Action: Chris Kornaus to confirm with Town Council that members of sub committees without official HCCE appointments are bonded and insured and can also work the ticket booth.

Open Action: Chris Kornaus to create a committee to reach out to and work with Main Street on ideas that we can merge, (Battle of the bands, food vendors, etc.

Battle of the Ridge suggested for 2020

New Business – None.

Motion to adjourn Meeting 9:05pm

Motion: Liz Breslin

Second: DeAnna Kornaus

Vote: Passed

Next HCCE Meeting: We have 2 meetings scheduled for June to finalize preparation for the fest.

Thursday, June 13th 7pm

Thursday, June 27th 7pm

Respectfully Submitted: Kristen Smith, Secretary

2019 Festival Dates	Day	Festival Hours	Event	Wristband Hours	Stop Selling Times** (Food Trailers & Tents)
July 3rd	Wednesday	5pm-11pm	Twilight Parade	5pm-10pm	10:45pm
July 4th	Thursday	1pm-11pm	Fireworks	1pm-5pm	10:45pm
July 5th	Friday	5pm-11pm		5pm-10pm	10:45pm
July 6th	Saturday	1pm-11pm		1pm-5pm	10:45pm
July 7th	Sunday	1pm-9pm	Kiddie Parade	1pm-5pm and 6pm-9pm	8:45pm